



# GREEN DESTINATIONS

Emerging Destinations Workshop

Hugo de Jong  
[hugo@greendestinations.info](mailto:hugo@greendestinations.info)

# Green Destinations

**Non-profit organisation for responsible tourism, building a global community of committed people:**

- **Experts and Reps** (NGOs, consultancies, academics)
- **Destinations**  
(representatives and stakeholders)



# Green Destinations' approach

## 1. Sustainable Destination Development Programme

1. (Self-) Assessment

RESULT: >60%

RESULT: <60%

5. Implement action plan

Destination Sustainability Management System (DSMS)

4. Define:  
- actions; budget  
- planning; roles

2. Engage Stakeholders

3. Prioritise Aspects

## 2. Awards & Certification Programme

Apply for Award / Certification

Independent Audit



Marketing & Communication

## CBI in Indonesia

### **CBI:** Centre for the Promotion of Imports from developing countries

- Agency of the Dutch Ministry of Foreign affairs
- Contribute to **sustainable economic development** in developing countries through the expansion of exports from these countries

## Indonesia CBI Tourism Programme

- Part of Sustainable tourism development programme Asia (Indonesia, Sri Lanka, Myanmar, Bhutan, Nepal, Mongolia)
- Two components:
  1. Coaching of TOs (website, marketing, sustainability)
  2. Institutional development: working with tourist boards and DMOs on branding and marketing

# 1. Coaching of TOs: Training of regional companies at PATA office

- October 2012 (35 participants)
- June 2014 (25 participants)
- June 2015 (Two trainings, 50 participants)
- August 2017 (32 participants)



# Asian regional Tour operators supporting Travelife

**EXO**  
TRAVEL

**KHIRI**  
TRAVEL

**Buffalo**  
tours  
*Discover Your Asia*


  
**DIETHELM**  
TRAVEL

**INTERCRUISES**  
SHORESIDE & PORT SERVICES SM

**ASIA**  
DMC

**PHOENIX**  
VOYAGES

  
destination  
services

  
easia  
travel

**GoVacation**

  
hotelbeds  
**GROUP**

**DESTINATION ASIA**  
DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

# Awarded companies

- Travelife Partner, 45 companies
- Travelife Certified, 15 companies





# Travelife in Indonesia

- Tour operator trainings in Bali (April 2016)
- 60 companies trained concerning:
  1. **Internal sustainability management** (e.g. how to 'green' the office and how to treat employees fairly);
  2. **Sustainability impacts** of accommodation, transport and excursion providers;
  3. Actions to improve sustainability of suppliers;
  4. Actions to motivate customers to make sustainable choices



# Travelife in Indonesia members

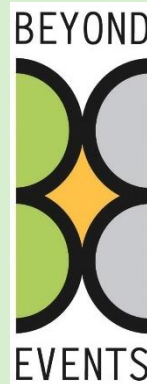
- Khiri Travel
- Happy Trails
- Spa Yoga Travel
- Tari Tours & Travel
- Go Vacation
- Green Bikes Bali
- Lotus Asia Tours
- Panorama Destination
- Shanti Travel Asia
- Alfa Prima
- Bali Best Memories Tours & Travel
- Bali Go Tours



# Travelife in Indonesia

## members

- Bali Profoud Capital Tours
- Bali Sinar Mentari
- Beyond Events Bali
- BIC Tours & Travel
- Dimension in Bali
- Flores Adventure Tours
- Floressa Bali Tours
- Gema Destinasi Wisata Tour & Travel
- Grand Kodomo Tours
- Incito Vacations
- Karang Bali Asli Tur
- Matahari Travels
- Prima Lombok Tour & Travel
- Puri Sari Hotel
- Saint Events
- WIDA Bali Tours Travel



## Travelife Partner and Certified awarded companies



More information: [info@travelife.info](mailto:info@travelife.info)

# Green Destinations Assessments in Indonesia

- Commissioned by CBI, in collaboration with SwissContact
- February & March 2017, in Toraja and Kelimutu
- Based on the Indonesian Standard for sustainable destinations
  - Adopted in 2016 and GSTC recognised
  - Following GSTC Destination criteria indicators but adapted to Indonesian context



MINISTRY OF TOURISM  
REPUBLIC OF INDONESIA

REGULATION OF  
THE MINISTER OF TOURISM OF THE REPUBLIC OF INDONESIA  
NUMBER 14 OF 2016  
ON  
GUIDELINES FOR SUSTAINABLE TOURISM DESTINATIONS

# Toraja & Kelimutu – Assessment details

## Baseline Assessment of Sustainability

- Assessment Team:
  - GD: Hugo de Jong, Komang Sekar Sriyani
  - Swisscontact staff and interns
  - DMO and destination representatives
- Interviews and field visits

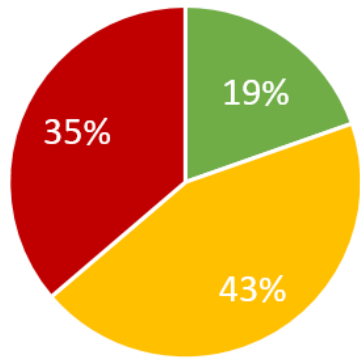
## Result:

- Strengths & Challenges
- Assessment of opportunities for improvements



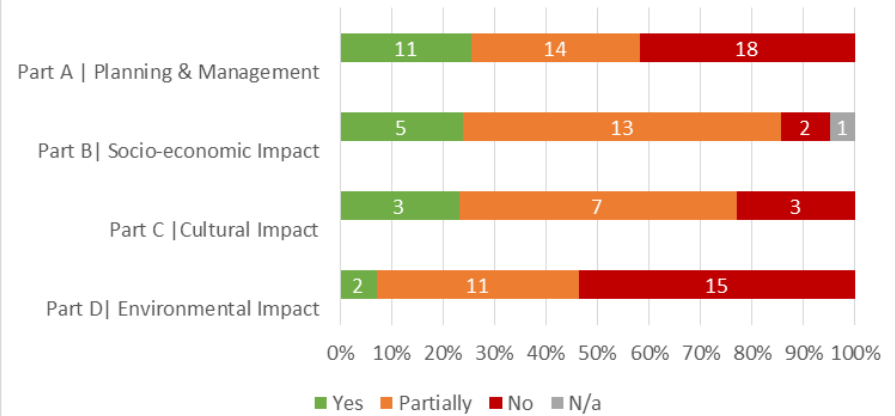
# Baseline Assessment Results - Overview

### Toraja Sustainability Compliance

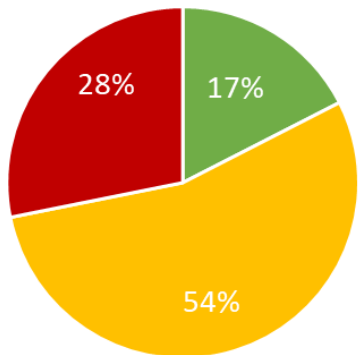


■ Yes ■ Partially ■ No

### Toraja Standard Compliance

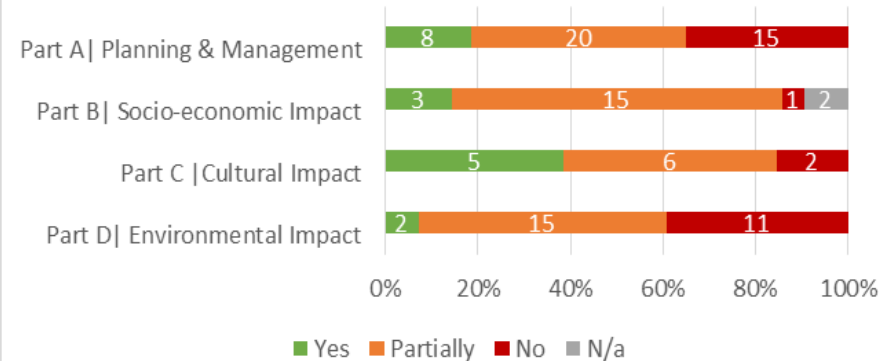


### Kelimutu Sustainability Compliance



■ Yes ■ Partially ■ No

### Kelimutu Standard Compliance



# Assessment Results: Positive

## A) Destination Management

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Broad stakeholder participation in DMO</li><li>• Planning regulations in RIPPARDAs &amp; RTRW</li><li>• Inventory of tourism assets and objects</li><li>• HoCo sustainability standards for hospitality enterprises</li><li>• Promotion and visitor monitoring</li></ul>	
	<ul style="list-style-type: none"><li>• Climate change pilot 'pilot project 'Kampung Iklim'</li></ul>



# Main Challenges

## A) Destination Management

### Toraja

### Kelimutu

- Implementation of the Tourism Strategy
- Incorporation of sustainability issues in the Strategy
- Adequately funding a DMO management structure
- Limited comprehensive climate adaptation plan
- Limited comprehensive crises and emergency management

# Assessment Results: Positive

## B) Socio-economic impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Minimum wages apply</li><li>• Several initiatives for public participation and involvement (MUSREMBANG, DMO)</li><li>• Access for locals to sites and resources is guaranteed (strong local law)</li><li>• Some support for entrepreneurship via professional trainings</li></ul>	
	<ul style="list-style-type: none"><li>• Support for entrepreneurship via small loans</li></ul>

# Main challenges

## B) Socio-economic impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Economic Monitoring: limited/challenging monitoring of key indicators</li><li>• Monitoring adequate implementation of social-economic regulations</li><li>• Local community opinion: no community surveys to inform destination planning</li><li>• Tourism Awareness &amp; Education: few programmes at schools and communities</li><li>• Supporting Local Entrepreneurs and Fair Trade: no comprehensive programme</li></ul>	

# Assessment Results: Positive

## C) Cultural impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Strong culture and protection of sites</li><li>• Strong local wisdom to protect heritage</li><li>• National law to protect artefacts</li></ul>	
<ul style="list-style-type: none"><li>• Guide training on cultural interpretation</li><li>• Authenticity of the tourism product</li></ul>	<ul style="list-style-type: none"><li>• Support to CBT (Swisscontact)</li><li>• Detailed interpretation</li><li>• Some tourist awareness activities (Flores DMO has do's and don'ts for tourists)</li></ul>

# Main challenges

## C) Cultural impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Visitor Behaviour: sometimes tourists are not (made) aware of appropriate behaviour</li><li>• Little protection/promotion of intangible heritage</li></ul>	
<ul style="list-style-type: none"><li>• Site Interpretation: limited information available at sites and in interpretation centres (museums in town)</li></ul>	

# Assessment Results: Positive

## D) Environmental impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Waste management addressed by Swisscontact in HoCo programme (Swisscontact)</li><li>• Waste management project (Swisscontact)</li></ul>	<ul style="list-style-type: none"><li>• National Park protection of habitats and species</li><li>• Sampa Man project (Swisscontact)</li><li>• Waste bank</li><li>• Pilot project with biomass and biofuel</li></ul>

# Main challenges

## D) Environmental impacts

Toraja	Kelimutu
<ul style="list-style-type: none"><li>• Comprehensive environmental risk assessment</li><li>• Programme to reduce GHG emissions and save energy</li><li>• Programme to reduce water consumption</li><li>• Limited waste and waste water management (reduce, re-use and recycle measures)</li></ul>	
<ul style="list-style-type: none"><li>• Little effective enforcement of protection status, and impacts are largely unknown</li></ul>	<ul style="list-style-type: none"><li>• Outside Kelimutu NP, little environmental and nature protection</li></ul>

# Good Practice Examples

## Azores (Portugal)



- In 2011 selected as 2<sup>nd</sup> best island in the world for Sustainable Tourism (National Geographic Traveller)
- QualityCoast Platinum Award in 2014-16
- UNESCO Global Geopark





# Azores – good practice

## A. Destination Management (1)

Implementation of **Strategic and Marketing Plan for Tourism in the Azores**, containing 4 action programs:

- Qualification of tourism offer (10 actions)
- Territory preservation (7 actions)
- Destination's communication (18 actions)
- Destination and Markets monitoring (8 actions)
  
- **Strategic goals** defined, distributed over a period of 5 years
  
- **Tables and calendars** of actions to be implemented and the **stakeholders to be involved** in each of them.

# Azores – Good Practice

## A. Destination Management (2)

**Tourism Management Plan** (ensuring that tourism development balances social, cultural and environmental aspects) is supported by specific **legal frameworks** regulate tourism activities:

- nature tourism
- hiking trails
- marine tourism
- fisheries tourism
- recreational fishing
- whale watching



# Azores – why?

## B. Social Impacts

- Mass tourism in the Azores was avoided, **setting a limit** for hotel capacity by 2015 by law.
- Regional Tourism Observatory in the Azores (OTA) has a system to monitor **residents satisfaction**
- OTA is a **private association**, members are the Azorean Government, the Association of Tourism in the Azores and the University of the Azores

<http://www.observatorioturismoacores.com/>

# Azores – good practice

## C. Cultural Impacts

- The **Rural Development Plan** of the Azores (PRORURAL) takes into account the preservation of the culturally representative man-made landscapes.
- The **UNESCO Heritage Sites** bring added obligations regarding the preservation of those site



# Azores – Good Practice

## D. Environmental impacts - nature

- In 1 generation from whale hunters to **whale watchers** (1/3<sup>rd</sup> of global whale species can be seen)
- Approx **46% of protected nature surface** with high national and international status
- All protected areas are covered by **Environmental Conservation Plans.**

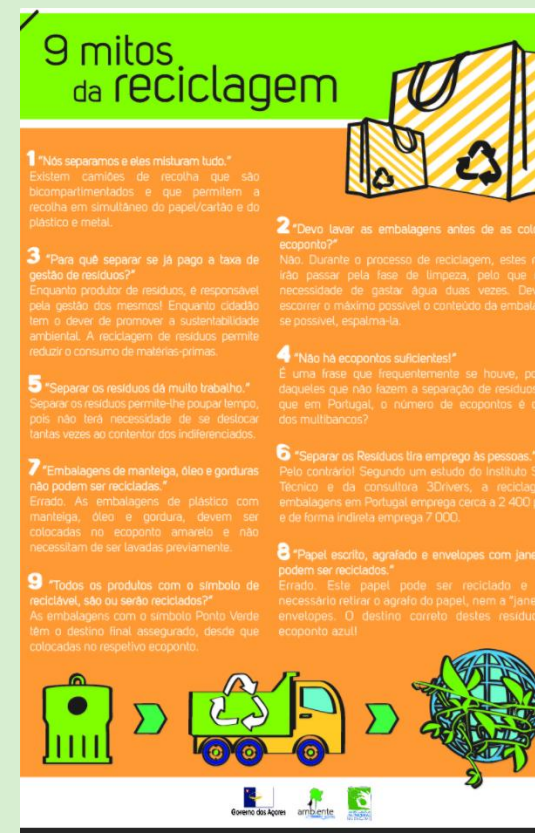


# Azores – Good Practice

## D. Environmental impacts – environment

### Strategic Plan for the Prevention and Management of Waste (PEPGRA) 2016-2020

- Subject to a wide **public consultation**
- Focus on waste **prevention and reduction**
- Construction of new **Organic Composting units.**
- Multiple **Awareness campaigns** (e.g. ‘week for waste reduction’)



**9 mitos da reciclagem**

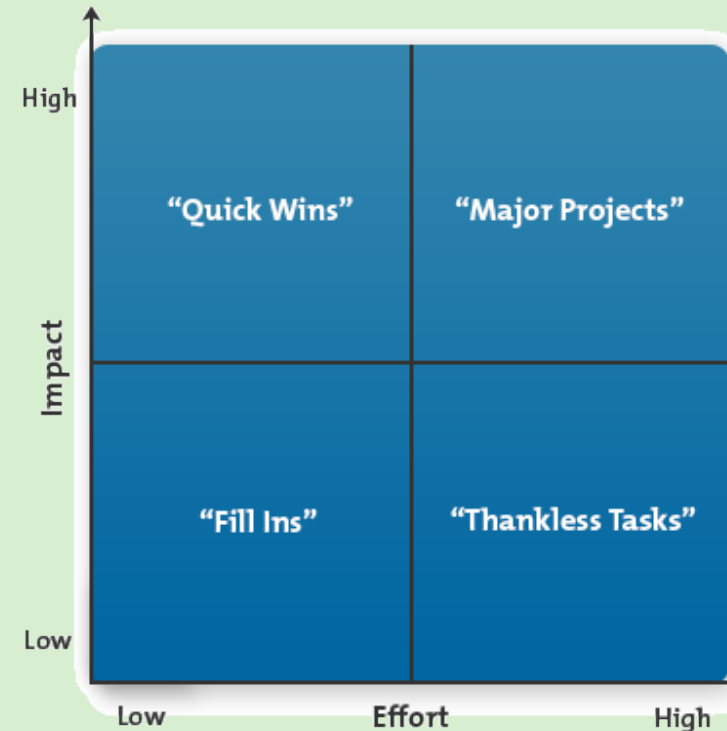
- 1 "Nós separamos e eles misturam tudo."  
Existem camiões de recolha que são bicompartimentados e que permitem a recolha em simultâneo do papel/cartão e do plástico e metal.
- 2 "Devo lavar as embalagens antes de as colocar no ecoponto?"  
Não. Durante o processo de reciclagem, estas irão passar pela fase de limpeza, pelo que não há necessidade de gastar água duas vezes. Deve escolher o máximo possível o conteúdo da embalagem, se possível, esprema-la.
- 3 "Para que separar se já pago a taxa de gestão de resíduos?"  
Enquanto produtor de resíduos, é responsável pela gestão dos mesmos. Enquanto cidadão tem o dever de promover a sustentabilidade ambiental. A reciclagem de resíduos permite reduzir o consumo de matérias-primas.
- 4 "Não há ecopontos suficientes!"  
É uma frase que frequentemente se ouve, por aqueles que não fazem a separação de resíduos que em Portugal, o número de ecopontos é de dois miltrancos?
- 5 "Separar os resíduos dá muito trabalho."  
Separar os resíduos permite-lhe poupar tempo, pois não terá necessidade de se deslocar tantas vezes ao contentor dos indiferenciados.
- 6 "Separar os Resíduos tira emprego às pessoas."  
Pelo contrário! Segundo um estudo do Instituto Superior Técnico e da consultora 3Drivers, a reciclagem de embalagens em Portugal emprega cerca de 2 400 pessoas e de forma indireta emprega 7 000.
- 7 "Embalagens de manteiga, óleo e gorduras não podem ser recicladas."  
Errado. As embalagens de plástico com manteiga, óleo e gordura, devem ser colocadas no ecoponto amarelo e não necessitam de ser lavadas previamente.
- 8 "Papel escrito, agridado e envelopes com janelas não podem ser reciclados."  
Errado. Este papel pode ser reciclado e necessário retirar o agridado do papel, nem a "janela" dos envelopes. O destino correto destes resíduos é o ecoponto azul!
- 9 "Todos os produtos com o símbolo de reciclável, são ou serão reciclados?"  
Errado. Este papel pode ser reciclado e necessário retirar o agridado do papel, nem a "janela" dos envelopes. O destino correto destes resíduos é o ecoponto azul!

Logo: Governo das Açores, ambiente, e água

# Toraja & Kelimutu – Next steps

## From Assessment to Action

- **Socialisation workshops** to share assessment results
  - April 2017 : Toraja
  - September 2017: Kelimutu
- Organise **Working group** with 4 pillar committees
- Collectively agree on a shared **vision & objectives**
- **Prioritization** of actions
- Assign **roles and responsibilities**



# Thank you!

## More information

Award & Certification Programme

[www.greendestinations.org/awards-certification](http://www.greendestinations.org/awards-certification)

Online Assessment & Reporting System

[www.greendestinations.org/assessment-reporting](http://www.greendestinations.org/assessment-reporting)

[hugo@greendestinations.info](mailto:hugo@greendestinations.info)